

ORDER

Flight Dates 10/07/12-11/04/12

00:15:00 Order Sep

Product

Estimate #

Contract / Revision

261346 /

10/24/12

State House District 114

Original Date / Revision

Agency Com 15%

10/05/12

Billing Contact

Advertiser POL/Erik Fresen

1400 Village Square Blvd.

Suite 3-251

Tallahassee, FL 32312

Agency Mandrake Media Company **Buying Contact**

Sales Office MIA

Agency Ref

Sales Region LOC

1400 Village Square Blvd. Suite 3-251

Tallahassee, FL 32312

Alt Order # Billing Type

Order Type

Cash

Billing Cycle

GENERAL EOM/EOC

Billing Calendar BROADCAST

<u>Demographic</u> A25-54

Rev Codes

AGY

POL

CAND

Totale

Priority

P-2

Product Codes PL-Candidate

Advertiser Ref

Primary Account Executive

Local House

Order%

Start Date

End Date

Local House

Account Executive

100%

Order Share 100% Market Value 2200

Competing Station %	of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals	S		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amount		
October 2012	9	\$1,445.00	\$1,700.00	0.00 10/01/12	10/14/12	6	\$510.00	\$600.00		
November 2012	1	\$425.00	\$500.00	0.00 10/15/12	10/28/12	3	\$935.00	\$1,100.00		
Totals	10	\$1.870.00	\$2,200,00	0.00 10/29/12	11/04/12	1	\$425.00	\$500.00		

											<u>10ta</u>	us .
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots I	Rate Pri	Rtg Type	Spots	Amount
N 1 WPLG	10/07/1	2 10/14/12	TWISF/Michael Pu	•	1130a-1230	pS	:30	3 \$′	100.00 LUR	0.00 NM	6	\$600.00
			This Week in Souti	n Floria								
	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	01/12	10/07/12	S	3	\$100.00	0.00						
Week: 10/	08/12	10/14/12	S	3	\$100.00	0.00						
Spot Ch	Date Ra	<u>nge</u> <u>C</u>	<u>Description</u>	<u>Star</u>	t/End Time	,	<u>Weekdays</u>	Length	<u>Rate</u>	Rtg Type		
3 WPLG	10/08/12	?-10/14/12 T	WISF/Michael Putne	y 1130	0a-1230p		St	u :30	(\$100.00)	0.00 NM		
Se	e MG 1.7											
4 WPLG	10/08/12	?-10/14/12 T	WISF/Michael Putne	y 1130	0a-1230p		SI	u :30	(\$100.00)	0.00 NM		
Se	e MG 1.9								, ,			
6 WPLG	10/08/12	2-10/14/12 T	WISF/Michael Putne	y 1130	0a-1230p		Sı	u :30	(\$100.00)	0.00 NM		
	e MG 1.8			•					(********			
7 WPLG	10/14/12	P-10/14/12 T	WISF/Michael Putne	v 1130	Da-1230p		SI	u :30	\$100.00	0.00 NM		
	for 1.3 1		o. /michaol i date	,, 110	54 1250p		5,	٠.00	ψ100.00	0.00 IVIVI		
_			WISF/Michael Putne	112	no 1020n		5.	20	#400.00	0.00 NIM		
_	for 1.6 1		vvior/iviichael Pulne	y 1130	0a-1230p		SI	u :30	\$100.00	0.00 NM		
(g) IVIC	ר ס.ור וטו כ	0/14										

Print Date: 10/30/12

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261346

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Hiatus Dates

<u>Original Date / Revision</u> 10/05/12/ 10/24/12

<u>Order Sep</u> 00:15:00

Advertiser POL/Erik Fresen

Product State House District 114

Estimate #

Ln Ch Start E	nd Inventory Code B	eak Start/End Tir	me Days	Len Spots	Rate Pri R	Totattg Type Spots	<u>als</u> Amount
N 1 WPLG 10/07/12 10	/14/12 TWISF/Michael Putney C This Week in South Florid	И 1130а-1230р	S	:30 3	\$100.00 LUR (0.00 NM 6	\$600.00
Week: 10/08/12 10/1	Date Weekdays Spots/V 4/12S	3 \$100.00	Rating 0.00				
_	<u>Description</u> 4/12 TWISF/Michael Putney	Start/End Time 1130a-1230p	<u>w</u> -	<u>Veekdays</u> <u>Len</u> Su	<u>igth Rate Rt</u> :30 \$100.00 0		
MG for 1.4 10/14 N 2 WPLG 10/21/12 10/	/24/42 TWISE/Michael Butney O	4 4420- 4020-		.00 4	ΦΕΩΩ ΩΩ D Ω	0.00 NM	\$500.00
N 2 WPLG 10/21/12 10/	/21/12 TWISF/Michael Putney Cl This Week in South Florid	И 1130a-1230р	5	:30 1	\$500.00 P-2	0.00 NM 1	\$500.00
	Date Weekdays Spots/V	<u>/eek</u> <u>Rate</u> 1 \$500.00	Rating 0.00				
N 3 WPLG 10/22/12 10/	/28/12 TWISF/Michael Putney Ci This Week in South Florid	/I 1130a-1230p	S	:30 1	\$100.00 LUR (0.00 NM 1	\$100.00
	Date Weekdays Spots/V	<u>/eek</u> <u>Rate</u> 1 \$100.00	Rating 0.00				
N 4 WPLG 10/28/12 11/	/04/12 TWISF/Michael Putney Cl This Week in South Florid	M 1130a-1230p	S	:30 1	\$500.00 P-2	0.00 NM 2	\$1,000.00
	Date Weekdays Spots/V	<u>/eek</u> <u>Rate</u> 1 \$500.00	Rating 0.00				
· · · · · · · · · · · · · · · · · · ·	04/12S	1 \$500.00	0.00				
		-			To	otals 10	\$2,200.00